DOCUMENT RESUME

ED 306 357 CE 050 997

TITLE	An Adult Literacy Public Awareness and Marketing Campaign, "New York--You Can Read." Capsule Report.
INSTITUTION	New York State Education Dept., Albany. Office of Occupational and Continuing Education.
REPORT NO	87-11-CR-C
PUB DATE	Jun 88
NOTE	23p.; Document contains colored print.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Adult Basic Education; *Adult Literacy; *Marketing; Program Development; Program Effectiveness; *Program Implementation; *Public Relations; *Statewide Planning
IDENTIFIERS	*New York

ABSTRACT

New York--You Can Read, the state's adult literacy project, was developed to accomplish the following: (1) produce a focused adult literacy public awareness campaign in coordination with national and statewide literacy efforts; (2) increase the public's knowledge of adult illiteracy; (3) improve the promotion and marketing capabilities of local adult literacy providers; and (4) evaluate marketing techniques for recruiting hard-to-reach adults needing literacy services. The first phase of the campaign consisted of activities designed to increase public awareness of the problem of adult illiteracy and the state's literacy initiative. The second phase involved activities designed to increase the campaign's impact at the local level. Phase 3, the project's local development, monitoring, and technical assistance phase, included such activities as telethons, readathons, newspaper articles and ads, and television and radio public service announcements. The fourth phase (at the end of the project's first year) consisted of regional celebrations of literacy. During the second project year, efforts continue to raise public awareness of the problem of adult illiteracy, recruit and enroll students in need of literacy services, and encourage business and industry to support literacy programs for their workers. (MN)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED306357

Occupational and Continuing Education

CAPSULE REPORT

The New York State Education Department

AN ADULT LITERACY PUBLIC AWARENESS AND MARKETING CAMPAIGN

New York *You* Can Read.

New York State Adult Literacy Program

Contents

	Page
Introduction	3
Goals	4
Activities and Accomplishments	5
Current Activities and Future Plans	18
Further Information	20

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

Minor changes have been made to improve reproduction quality.

Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

87-11-CR-C

June 1988

OFFICE OF OCCUPATIONAL AND CONTINUING EDUCATION

James A. Kadamus, Assistant Commissioner

What is a **Capsule Report?**

Each **Capsule Report** is prepared and distributed as an information service of the Office of Occupational and Continuing Education, which is part of the New York State Education Department. The Office's work deals with the full range of occupational and practical arts education and community and continuing education across the State. This involves educational activities and programs at the secondary, postsecondary, and adult levels, and includes both public and nonpublic educational agencies offering such programs.

Selected major reports or other important products and projects of the Office are summarized in this type of pamphlet to provide concise information to individuals who may not need or wish to have the comprehensive report or technical details. However, such reports may be available upon request.

Are extra copies available?

Yes. A limited number of additional copies of this **Capsule Report** may be obtained by contacting:

Carol Jabonaski
Bureau of Adult and Continuing Education
Program Development
New York State Education Department
One Commerce Plaza, Room 1607
Albany, New York 12234
(518) 474-8940

Please Specify: **Capsule Report 87-11-CR-C**
"AN ADULT LITERACY PUBLIC AWARENESS AND MARKETING CAMPAIGN"

AN ADULT LITERACY PUBLIC AWARENESS AND MARKETING CAMPAIGN

"New York - You Can Read"

Introduction

Project Literacy U.S. (PLUS) was launched in 1985 as a national joint effort of the two television networks, ABC and PBS, to focus the nation's attention on the persistent social and educational problem of adult illiteracy. "New York - You Can Read" ("NY-YCR"), the State's adult literacy initiative, is being funded by the Office of Occupational and Continuing Education to work in coordination with PLUS in raising public awareness and in marketing adult literacy programs. The problem of adult illiteracy has received the attention of decisionmakers in government, education, business, and in the community largely as the result of the national recognition generated by PLUS through its visual media work with ABC and PBS, the statewide awareness activities, and the special marketing training of adult literacy providers through the "NY-YCR" campaign.

Approximately two million New Yorkers do not have the basic literacy skills necessary for reading and writing at the sixth grade level. Of that total, only about 7.5 percent (or 150,000) individuals are currently enrolled in some form of adult literacy program. Personal dignity and self-esteem are difficult to maintain when literacy skills are inadequate for a world of signs, books, magazines, and newspapers. Imagine the frustration of being unable to order from a menu, understand a road map, enjoy a good novel, fill out a job application or follow printed instructions for operating a new piece of machinery installed at work!

The price of illiteracy is very costly both emotionally and financially and it affects everyone, not just those individuals who lack the basic literacy skills needed for survival in today's society. Individuals who are illiterate are generally unable to compete successfully or even to participate fully in our complex world. They often cannot be financially self-sufficient. Whether they change jobs frequently or are totally unemployable and require some form of public assistance,

these circumstances all translate into increased costs for business, industry, and the community. According to such national sources as the American Library Association and the U.S. Department of Education, illiteracy costs the United States more than 224 billion dollars each year in welfare payments, decreased productivity (through employee absenteeism and inconsistent quality of products and services), lost tax revenue, and remedial education.

The "New York - You Can Read" campaign is designed not only to inform the public of the human tragedy of functional illiteracy and to engage them in addressing it within their communities but also to alert those individuals needing literacy assistance to the free opportunities available to them in their local communities.

Goals

In an effort to improve the literacy skills of the New York State residents who are functionally illiterate, the "New York - You Can Read" campaign has been developed with the following four basic goals in mind:

- To produce, using the most up-to-date marketing techniques, a focused adult literacy public awareness campaign which will coordinate with current national and statewide efforts as PLUS and the State Education Department's literacy hotline numbers;

- To increase the public's knowledge of adult illiteracy while engaging New Yorkers as active participants in the issue of adult illiteracy and encouraging those adults needing illiteracy services to enroll in programs;

- To improve the promotion and marketing capabilities of local adult literacy providers;

- To evaluate marketing techniques for recruiting hard-to-reach adults needing literacy services.

Activities And Accomplishments

During the past year and a half, the "New York - You Can Read" campaign has been involved in a variety of activities and has had a number of accomplishments. These will be discussed separately and in more detail below.

The First Year

Since the human and economic costs of adult illiteracy are so complex and staggering, a four-phased coordinated approach consisting of both outreach and marketing activities was undertaken the first year to assure the impact of the "New York - You Can Read" campaign.

Phase I - The Initial Public Awareness Campaign

The first phase of the campaign generally consisted of developing the foundations necessary to launch the project. During this stage, activities were designed to increase public awareness of the problem of adult illiteracy and of the State's literacy initiative. Some of the early activities of the campaign included:

- the formation of a "New York - You Can Read" adult literacy committee chaired by the noted author, Toni Morrison. This special honorary committee is comprised of business leaders, government representatives, and members of various public and private literacy organizations. In addition, a statewide press event coinciding with the first meeting of this committee was held on January 26, 1987 to publicize and promote New York State's role in the national literacy campaign.

- the development of a package of public relations materials which are sensitive to the needs and feelings of illiterate adults. A campaign copy, theme, and logo were designed for use on all print, electronic, and verbal messages. A brochure, postcard, and two posters featuring individuals from a variety of ethnic and socio-economic backgrounds

and bearing New York State's literacy hotline numbers were developed for distribution. In addition, radio and television public service announcements (PSA's) and TV promotional slides were produced for dissemination.

The television PSA, which was entitled "The World," was a 30 second promotion that featured adults who had completed literacy programs. Although it was distributed to 40 public and commercial television stations across the State, less than half the stations (45 percent) were unable to or chose not to air the PSA. Unfortunately, the majority of stations that did not air the PSA were located in areas such as New York City, Rochester and Buffalo where there are large concentrations of adults with limited literacy skills.

- the establishment of ten regional PLUS Task Forces across the State. These Task Forces which are composed of local literacy professionals, community members, and student representatives are involved in promoting local literacy activities and programs as well as in raising public consciousness of the adult illiteracy problem within their regions.

Phase II - Social Marketing Training

The second phase of the project involved activities designed to increase the campaign's impact at the local level. To accomplish this, activities centered upon:

- the training of adult basic education program providers in special outreach, public relations, and advertising techniques and strategies, known as social marketing which have been specifically developed for and are sensitive to the needs and feeling of adult literacy students.

During the winter and spring of this first year of the "NY-YCR" campaign, one workshop, Marketing I, was offered by Interorganizational Relationships, Limited (IOR, LTD), a private consulting firm being funded by the New York State Education Department in nine

locations across the State. This two day workshop was designed to teach participants the techniques and strategies which would enable them to identify and recruit potential literacy students while taking into consideration their special fears, needs, and values. Specific objectives of this workshop included training the participants to:

a. assess current literacy activities and programs within their communities;

b. identify, target, and recruit difficult-to-reach adult populations needing literacy services; (The difficult-to- reach populations are defined as that segment of the adult illiterate population within an area which is overrepresented in the community but underrepresented in literacy programs.)

c. develop and strengthen the linkages among adult literacy providers, other State and county agencies, business, industry, and the community.

As part of the marketing aspect of the "NY-YCR" campaign, two surveys which provided valuable information for future workshops and marketing activities were conducted. The first was an evaluation of the special social marketing workshops. Participants were asked, at the conclusion of each workshop, to complete a brief questionnaire. Of the total of 173 individuals who attended the workshops, 107 participants (or 62 percent) completed the survey. Based on this sample of responses which were overwhelmingly positive, the workshops were very successful; not only were most of the training objectives achieved but the participants also benefitted greatly from the training, learning much new material.

The other, sent to all New York State adult literacy providers, was a survey of their perceptions of the effectiveness of current marketing practices and techniques. Conducted in the spring, this one was designed to evaluate the results of Federal, State, and local adult literacy initiatives in an

effort to develop future outreach and marketing activities. This questionnaire was completed by 150 individuals representing a variety of agencies from all regions of the State.

These respondents considered radio and television their most successful marketing approach, being more effective than such print media as brochures, flyers, posters, etc. In addition to their suggestions to give priority to radio and television promotion, the respondents also suggested other marketing approaches like special events, exhibits, and weekly/daily newspaper ads. Most of them also expressed the belief that the State should be responsible for television and radio promotion, while local agencies should be concerned with other marketing activities.

Based on the responses to these surveys, two outcomes of the special marketing training provided through the "New York - You Can Read" campaign included:

- the development and implementation by adult literacy providers of a plan for marketing their adult literacy program to a chosen or target population currently underserved.

- the development of a social marketing manual, Marketing Your Adult Literacy Program: A "How To" Manual, which was then revised based upon the workshop training experiences (i.e. recommendation/comments from the participants).

Phase III - Local Development, Monitoring, and Technical Assistance

During this phase of the "New York - You Can Read" campaign, there was continuous local development and support of a variety of national, statewide, and regional media activities designed to raise public awareness and recruit students. Among these activities were such publicity events as:

- telethons

- radiothons

- readathons

- articles and ads in daily and weekly newspapers and other national publications. In addition, a newspaper was published bimonthly and included as an insert to Learning In New York.

- television and radio public service announcements (PSA's) and special literacy related programs.

This phase also included monitoring the marketing and promotional efforts of the adult literacy providers across the State and providing them with a variety of technical assistance as needed. The following is a brief summary of some of the special regional events and activities which occurred during this phase of the campaign:

Capital District/Albany

- The State Literacy Hotline which has been a major part of the initiative was operating from the Capital District.

- The Capital District Task Force coordinated call-in shows during nationally televised programs on literacy, chaired a literacy booth at the Altamont Fair, and promoted literacy through a variety of local and print and electronic media.

- The Task Force convener, Joseph Urso, also discussed and promoted literacy and raised public awareness of literacy both on television, during an interview on WKRB - TV's news broadcast, and in person, during presentations to such area groups as the Economic Development Corporation.

- The Task Force which has been actively involved with the issue of illiteracy in the workplace sent information, through the New York Association of Homes and Services for the Aging, to over 300 area nursing homes on literacy programs for their employees. They also began developing a brochure to be distributed to local small businesses (companies

with 2 to 200 employees) describing the variety of programs available for both employers and employees.

Southern Tier/Binghamton

- Literacy-related programs such as "A Chance to Learn" and the Kentucky Educational Television/General Educational Diploma (KET/GED) series were aired on local television stations. In addition, the local television and radio station WSKG aired PLUS PSA's which featured New York State's and Pennsylvannia's literacy referral numbers. WSKG - FM also aired PLUS programs of the "HORIZON" series. One in particular, examined the reading and basic language skills problems of Latino adults.

- A service directory of literacy programs was also published by the Southern Tier Task Force.

Western New York/Buffalo

- A "March For Literacy" parade was organized by the Western New York Adult Literacy Coalition. It was attended by the mayor of Buffalo and by the spokesperson for Literacy Volunteers, Wally "Famous" Amos of "Famous Amos" Chocolate Chip Cookies.

- During the annual breakfast of the Niagara Frontier Industry Education Council, literacy in education and business was the focus of this year's meeting.

- A 90-minute telethon to encourage students to seek help and to recruit volunteers was aired by the area's ABC and PBS affiliates.

- Steps also began to develop and publish a literacy providers directory.

Long Island

- Following the September 17th PLUS documentary, narrated by Peter Jennings, a panel discussion was organized by the region's Task Force and presented by staff members of area BOCES, Literacy Volunteers of America, other adult education programs, and former literacy students on the problem of illiteracy and on the literacy services available to adults.

- The Task Force also was involved in the development of a local hotline number for both Nassau and Suffolk Counties.

New York City

- The Literacy Assistance Center began operating a hotline for New York City, 1-212-267-6000. The majority of calls received were generally from potential students inquiring about programs.

- Articles and other items have appeared in such publications as People, New York Times, New York Post, Daily News, Publishers Weekly, Community News, and others.

- ABC and PBS affiliates aired literacy related programs like "A Chance To Learn" and "Project Second Chance."

- A press conference was also held by Mayor Edward Koch in which he detailed his commitment to literacy and described the enormous funding the City has awarded to the literacy providers before and during the PLUS campaign.

North Country/Plattsburgh

- The North Country Literacy Coalition established a literacy hotline at the Job Club and Information

Center that is being funded by the Outreach and Education Center of the Clinton-Essex-Franklin library system.

- Presentations were made to the Plattsburgh Lion's and Rotary Clubs which discussed the problem of adult illiteracy as well as the variety of opportunities available to these adults.

- The convener of the North Country Literacy Coalition, Ms. Leona Salzman, was also interviewed on literacy activities for a number of radio programs.

- A brochure that identifies the literacy services of the three-county area and its hotline, has been developed by the coalition.

- Media coverage of the activities held during Adult Learning Week in November was provided by the local television station WPTZ - TV.

Genesee-Finger Lakes/Rochester

- The Genessee/Finger Lakes Region Literacy Coalition developed a regional brochure that identifies literacy services for that area.

- Promotional materials that were developed for the PLUS campaign were localized and then widely distributed.

- Literacy booths were set up in local bookstores and area shopping malls.

- A regional hotline was developed and used for call-in shows during nationally televised literacy-related programs.

Central New York/Syracuse

- With the help of religious, business, and industry leaders, the Central New York regional Task Force

began work on the development of an adult learning drop-in center.

- All local chapters of Literacy Volunteers of America, BOCES, and library programs have reported a significant increase in student enrollments since the airing of the documentary "At A Loss For Words." In addition, inmates of the Auburn Correctional Facility, who are not allowed to watch television but can listen to radio programs, volunteered to tutor fellow inmates who are unable to read.

Phase IV - The Celebration of Literacy

This phase, which drew to a close the first year of the "New York - You Can Read" campaign, consisted of regional celebrations of literacy which featured local events organized by adult literacy providers and by the PLUS Task Forces or adult literacy coalitions. These public literacy celebrations, held during May and June, were designed to draw attention to the issue of adult illiteracy, to honor and affirm adult students, and to recognize both professionals and volunteers involved in literacy efforts within their communities.

In Albany, for example, a writing contest was used as the focus of the celebration. Adult literacy students from all over the Capital District region were invited to participate in this event by submitting a written response on what learning to read has meant to them. These essays which could have been written by the students themselves or dictated to a teacher were then published in a special booklet. In conclusion, a reception, which was covered by the media, was held at the Albany City Hall Rotunda to honor these adult education students.

Although many of the campaign's major activities were implemented in four phases, there was an additional ongoing activity this first year.

- The New York State Literacy Hotline was established by the Two Year College Development Center at SUNY-Albany in September, 1986. This

toll free referral service (1-800-331-0931) which continues to link adults with literacy services within their local communities, was organized in conjunction with the PLUS initiative and with support from the Bureau of Adult and Continuing Education Program Development. Working with a computerized database of approximately 270 providers, the hotline serves all regions of the State, excluding the New York City area where service is provided through the referral number of the Literacy Assistance Center (212-267-6000). Callers are furnished with information about local programs, based on level and need, usually at the time of their call. Adult literacy providers, in turn, are informed of the callers' interest and of program referrals. The hotline is attended each weekday, Monday through Friday, from 9:00 a.m. to 4:00 p.m., with additional coverage being provided when special PLUS broadcasts are scheduled. A telephone answering machine, informing callers of the hotline's hours of operation, is used during the evening and on weekends. Callers may either call back during scheduled hours or they may leave their name, telephone number, and zip code for a return call.

Since its inception through January of 1988, over 4,000 individuals, motivated by PLUS and the "New York-You Can Read" campaign, have called the literacy hotline. Of the 1251 students whose records are on file, 74.7 percent of them expressed an interest in Adult Basic Education (ABE) programs. The second highest inquiry concerned General Education Diploma (GED) programs with 14.1 percent of the students, followed by English as a Second Language (ESL) programs (11.2 percent).

The Second Year

During this second year of the "New York - You Can Read" campaign, the State Education Department continues to mount special efforts to raise the public's awareness of the need for addressing the serious problem of adult illiteracy, to recruit students in need of literacy services and to enroll

them in programs, and to encourage business and industry to support literacy programs for their workers. In its efforts to achieve these goals, the campaign has been focusing on a number of additional activities.

Business Breakfasts

As a first step in addressing the literacy crisis in the workplace, business breakfasts were held in different locations across the State to help establish stronger linkages between education agencies, especially adult literacy providers, and business, industry, and the community. At these breakfasts, hosted by the regional PLUS Task Forces in cooperation with PBS and ABC affiliates, companies and unions were encouraged to support and work with local literacy programs in providing for the literacy needs of their employees or union members by donating time, equipment, space, as well as finances.

Business breakfasts were held in the following regions of the State:

- Capital District/Albany
- Central New York/Syracuse
- Finger Lakes/Rochester
- Long Island (In lieu of a breakfast, this region hosted a workforce literacy conference where successful programs covering youth, women, and the workplace were discussed.)

These business breakfasts, which took place in October and November of 1987, were attended by over 500 individuals from the government, education, business, industry, and the media. Among the businesses represented at the breakfast were individuals from such companies as:

- General Motors
- Ford

- Nabisco Brands
- Welch, Allyn, Inc.
- Rochester Products
- Polaroid Corporation
- Georgia-Pacific

The breakfasts included a ten-minute preview of a documentary entitled "A Job To Be Done" which highlighted the successful literacy programs of several companies from across the country. In addition, an endorsement of the business breakfasts by Commissioner Thomas Sobol was made available to the PLUS Task Forces on videotape.

Social Marketing Training

A crucial aspect of the "New York - You Can Read" campaign continues to be the training of adult literacy providers in social marketing techniques. This year IOR, LTD. offered Marketing I, available last year, as well as three new workshops, Marketing IA, Marketing II, and Maximizing Resources.

- Marketing IA was a one-day follow-up workshop designed, as suggested by last year's marketing survey results, to give participants of the 1986-87 Marketing I workshops an opportunity to discuss and solve particular marketing problems, to review marketing concepts, and to renew motivation for continued marketing efforts. It covered such specific topics as tracking, "projecting your image," and selling adult literacy programs to local business, industry, and the community.

Also based on the positive response to last year's workshops and on the comments and recommendations expressed by last year's participants, two additional workshops were offered.

- Marketing II focused on more advanced strategies and techniques, including the use of new technolo-

gies, such as videos and computers, in the promotion and delivery of literacy services and in the establishment of links with other education and community agencies. In addition, approaches to student retention and individualized instruction were also presented.

- Maximizing Resources, on the other hand, was specially designed to help adult literacy providers identify a program's financial needs and to develop diversified strategies to meet these needs. Possible sources for the generation of revenue from both the public and private sector were also discussed.

In addition, two new manuals, Marketing II and Maximizing Resources, were developed to accompany the workshops.

Since the beginning of the social marketing training offered through the "New York - You Can Read" campaign, over 300 individuals have participated in the workshops. These participants represented a variety of different public and private organizations, agencies, and programs from across the State. People attending the workshops included:

- teachers, coordinators, and directors of adult basic education programs offered through school districts, BOCES, community colleges, and such volunteer organizations as Literacy Volunteers of America affiliates.

- individuals involved in specific literacy intiatives, like PLUS, the "New York - You Can Read" campaign, the New York State Literacy Hotline and the hotline number of the Literacy Assistance Center in New York City, and ACTION/VISTA programs.

- representatives from the Governor's Office of Employee Relations, and the Office of the Mayor (New York City).

- directors and coordinators of Job Training Partnership Act (JTPA) programs and community organizations providing adult career counseling and other services.

- people from such local organizations as libraries and the instructional television/educational services departments of television stations.

VISTA Literacy Project

This year, to assist in the regional and statewide promotion and coordination of adult literacy services and activities, the Bureau of Adult and Continuing Education Program Development was awarded a $130,000 grant from ACTION, the National Volunteer Agency, to implement a Volunteers-In-Service-To-America (VISTA) project. This project provides for sixteen volunteers to assist the regional Task Forces in promoting literacy. One will be assigned to each of the ten regional Task Forces, five will be working with New York City agencies and one will be placed at the State Education Department. Although the specific objectives and activities of each volunteer will vary depending on the current level of development of regional programs and on the individual literacy needs of their communities, these volunteers will be helping each of the Task Forces in coordinating PLUS and "New York - You Can Read" activities. They will be involved in developing strategies to identify and recruit underserved students, to develop and secure resources, to strengthen networks by increasing the involvement of community, business, and industry in literacy programs and activities, and to further heighten public awareness.

Current Activities And Future Plans

The "New York - You Can Read" campaign also has several other activities planned for the remainder of this second year.

- An instructional videotape is being developed in cooperation with Albany Educational Television (AET), to accompany the Marketing I manual. It

will be made available for individualized or staff instruction as well as for national distribution.

- One of the major activities of the campaign will be the continuation of its outreach and marketing efforts. Taking into consideration the results of last year's survey of current marketing practices in which radio and television were rated the most successful marketing approaches, the campaign will be focusing on the development of two additional television PSA's.

These PSA's are again being developed in cooperation with AET. The first new PSA, which is currently in production, features Len Elmore, a former basketball star who had to overcome barriers other than illiteracy in order to succeed. A Harvard graduate, Mr. Elmore is now an assistant District Attorney in Brooklyn.

The other PSA planned for this year will be featuring a distinguished and well-known individual involved in the field of education who would be able to express the education community's concerns about adult illiteracy.

- Since one of the major components of the "New York - You Can Read" initiative is the New York State literacy hotline, the campaign will continue to maximize the hotline's potential by coordinating a highly visible and diversified publicity effort. It will try to include multi-lingual posters, foreign language PSA's for radio and television, paid advertisements for print and radio, messages on supermarket bags, milk cartons, and inserts into utility and telephone bills. The VISTA Volunteers will be involved in the coordination of these promotional activities by collecting and distributing information and materials.

- The campaign will also continue to monitor and evaluate local and regional efforts to recruit currently under-served segments of the illiterate adult

population and to mobilize community resources. The project staff will also continue to provide technical support as needed.

- The campaign will also be involved in coordinating literacy activities with those of the regional Task Forces and of PLUS as it launches into a third year.

Further Information

For further information about adult literacy services in your area and the "New York - You Can Read" campaign, contact the appropriate regional PLUS Task Force Convener listed below.

Capital District

Joseph Urso
Adult Learning Center
27 Western Avenue
Albany, New York 12203
(518) 462-7292

Central New York

George Bilicic
Director of Continuing Education
SUNY - Oswego
Wilbur Hall Rm 205
Oswego, New York 13126
(315) 341-2270

Genesee-Finger Lakes

Mary Gleason
Rochester Public Library
115 South Avenue
Rochester, New York 14604
(716) 428-7358

Long Island

Aaron Schaeffer
BOCES Nassau Technological Center
234 Glen Cove Road
Carle Place, New York 11514
(516) 742-5300

Mid-Hudson

Robert Michel
Orange-Ulster BOCES
Gibson Road, RD #2
Goshen, New York 10924
(914) 294-5431

New York City

Jacque Cook
Literacy Assistance Center
15 Dutch Street - 4th Floor
New York, New York 10038
(212) 267-5309

Barbara Scheulen
WNET - TV
356 West 58th Street
New York, New York 10019
(212) 267-2075

North Country

Jeremy Graves
WNPE/WNPT - TV
1056 Arsenal Street
Watertown, New York 13601
(315) 782-3142

North Country

Leona Salzman
Clinton-Essex-Franklin Library System
17 Oak Street
Plattsburgh, New York 12901
(518) 563-5190

Southern Tier

June Garland
Afton Central School District
18 Sand Street
Afton, New York 13730
(607) 639-1111

Barbara Lee
Elmira City School District
951 Hoffman Street
Elmira, New York 14905
(607) 737-7497

Western New York

Kevin Smith, Executive Director
Literacy Volunteers of New York State, Inc.
777 Maryvale Drive
Cheektowaga, New York 14225
(716) 631-5282